



Event Marketing

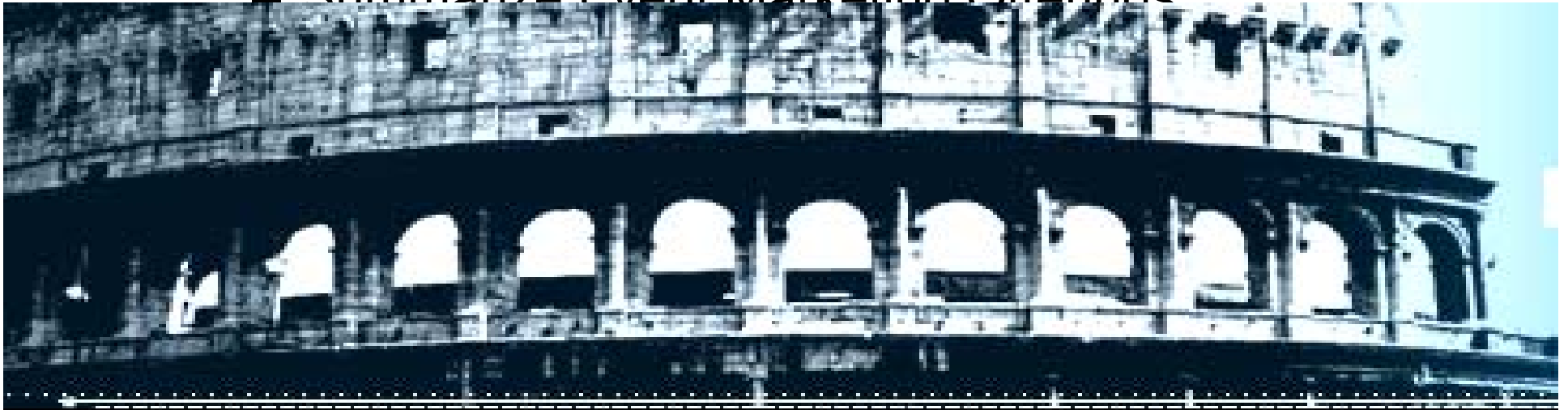
Sports Marketing 4.2 Examples

Your Assignment

- In reviewing the following web page
 - Read Each Web Page & Complete the Worksheet
 - Identify & Write Down Specific Event Marketing Terms
 - Identify how each company is competing for a common client
 - Summarize Event Marketing Offerings



worksheet



<http://www.pgi.com/eventmarketing.htm>

PGI-THE EVENT AND COMMUNICATIONS AGENCY



ABOUT PGI

LOCATIONS

CORPORATE COMMUNICATION

DESTINATION MANAGEMENT

EXHIBITIONS & CONFERENCES

INTERACTIVE SOLUTIONS

HOUSING, REGISTRATION & TRAVEL

LEARNING & PERFORMANCE

PGI PHOTOS

HOME

SEARCH



Corporate Communication

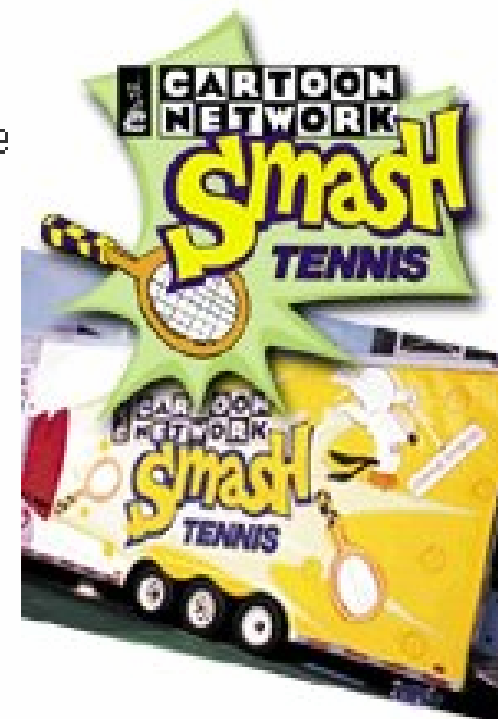
Strategic Planning

Project Files

Service Listing

Event Marketing

Understanding a sport and its target audience is key to proper marketing. We understand them all because we've done them all—the Super Bowl half time show, the NBA Jam Session, SMASH tennis for the ATP and PGA golf tournaments. We have the experience to produce and market "fanfests" and huge consumer events. Give us the challenge, we'll deliver the event.



<http://www.rhinosportsmarketing.com/html/agency.htm>



RHINO MARKETING

SPORTS & EVENTS

- AGENCY
- PROPOSITION
- SERVICE
- PHILOSOPHY
- REACH
- MANAGEMENT
- CONTACT US





WHO WE ARE

Rhino Marketing is an independent consultancy specializing in sports marketing, sponsorship consultancy and sales, event marketing and management.



THE RHINO VISION

To use sponsorship and events, now an integral and credible part of the marketing mix, to create a unique and binding relationship with the end consumer and tangible and lasting results for the client.

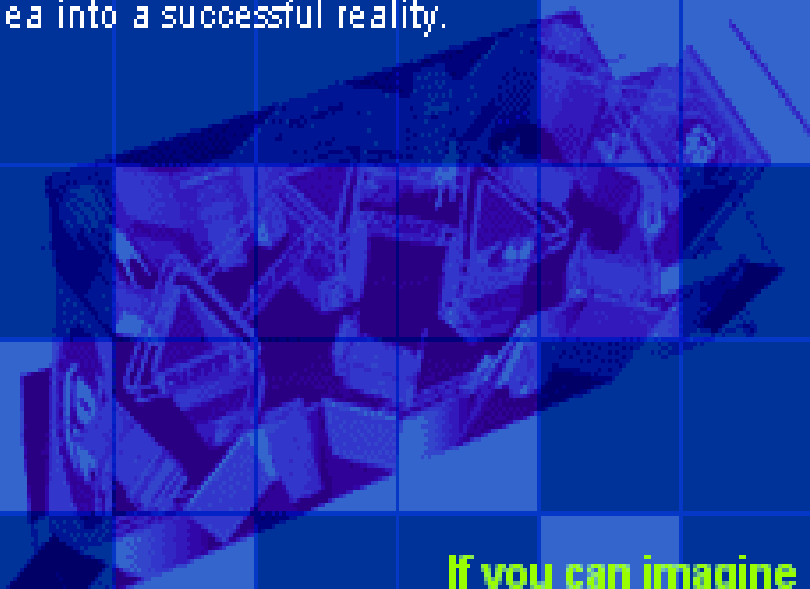
<http://www.exhibit.com/>

Excellence Through Innovation

IMM is a full service design and engineering firm offering turnkey solutions for mobile event marketing. From design and construction of your mobile event vehicle to managing national campaigns and staffing road operations, IMM has the experience to turn your mobile marketing idea into a successful reality.



IMM's team of award winning designers and program managers develop marketing solutions that reach consumers where they work and play. Whether your company is interested in stimulating new product awareness or training sales representatives, IMM develops the perfect solution for you.



If you can imagine it, odds are we can build it.

<http://www.dslgem.com/flash/why.html>

SERVICES

Offices

Contact Us

Users

Why Consider Event Marketing

Why Consider Event Marketing

What We Do

How We Do It



Why Consider Event Marketing?

- Reaches target in lifestyle relevant locations
- Gains “mind share” in a compelling and interactive environment
- Engages consumers in “real life” setting
- Enhances image and provides broad exposure
- Makes connections; builds relationships
- Enhances retail relationships
- Generates loyalty and goodwill

DSL

AGENCY OVERVIEW

SERVICES

OUR CLIENTS

<http://www.lounge lizard.com/>



tradeshow



In the marketing mix, tradeshow events have a tremendous impact on brand awareness and developing opportunities with new clients and partners. Gone are the days of the Internet craze where dropping off a business card could win you a new sports car or a million dollars.

Lounge Lizard focuses on a soup-to-nuts strategy for your events. From crafting a theme that draws in visitors to producing promotions, interactive presentations and post-show correspondences, we can make your tradeshow participation or event a source of accomplishment. If you've already made your plans and arrangements but are looking for an objective evaluation, we can provide an assessment as well.

Strategy. Creativity. Planning. Experience. Results.

All of these areas comprise Lounge Lizard's Tradeshow & Event Planning Solutions for an integrated approach to success. Make your organization stand out from the competition on the tradeshow floor. Impress your guests at the big event. We'll help you put on a good show and *achieve a positive return on your event investments.*

<http://www.increasemysales.com/article.asp?ARTICLEID=36>

Get the most out of your events

Marketing events like seminars, trade shows, webinars and web casts can be effective methods of reaching a broad prospect base in a short time period. However, for events to be successful you will need to drive attendance to the event and then have effective post-event follow-up, if you expect the event to contribute to your bottom line.

It is also critical that you get the **right** attendees to the event and not unqualified attendees who will drive up event costs and drive down ROI.



Contacting your target attendees directly is the only truly effective way to drive attendance while insuring that you are getting the right people to the event.

InTouch has promoted countless events for our clients that succeed because we focus on:

- * Targeting the best attendees
- * Intelligently managing timelines
- * Getting the ideal number of people to attend
- * Identifying the best regions and coverage areas
- * Contacting decision makers directly

We can do more:

<http://www.emgroup.cc/>

event marketing group



EVENTS

SERVICES

ABOUT EMG

CONTACT US



It's not just about getting the right people to your event or about making a lasting and positive impression with your customers, prospects and partners. It's not just about ensuring that your event is a critical success in your company's big marketing picture or that you see an effective and positive ROI.

It's not just about pulling off the seemingly impossible by choosing the right venue, building the right booth, picking the most charismatic speakers, producing an eye-catching invitation, finding the coolest giveaways, working with the right vendors, getting your mail piece out on time or coming in under budget.

It's about ALL those things.

Who knew it would take wearing so many hats to get all these things done? Event Marketing Group understands the challenges you are faced with and we know what it takes to get things done *and* done right.

Click here to learn about our
Spa Points Program

END OF THE QUARTER

- If you have a test that is **NOT PASSED OFF**
- You **MUST** pass it off by **WEDNESDAY**
 - Before or After School
 - Tuesday or Wednesday...
- If **NOT** Passed Off:
 - “I” For Quarter 1
 - Make-Up Testing: **Friday 9:00am**

